



New from Philip Morris.

# Saratoga 120's.

## Enjoy smoking longer without smoking more.

Standard 100's

That's the Saratoga idea.

**More puffs than 100's.** Longer and slimmer than 100's for extra smoking time and pleasure, without smoking more cigarettes.

**Priced no more than 100's.** Rich, full-flavor cigarettes made from fine tobaccos.

**More than just a new brand,** Saratoga 120's are a whole new idea in smoking pleasure. Look for them in the new 120 mm crush-proof box.

"For the same money,  
I get extra puffs.  
Good deal."

Saratoga 120's

12 mg "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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